



**Converse, Monitor and Engage**  
*with your online customers*

# *Click4Assistance Toolbox*

## *Package Comparison*



**Lite, Professional or Enterprise, this document provides a detailed view of the features and functionality available within each package.**

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## Click4Assistance - Package Comparison

### The Packages...

#### Lite

Low cost, entry level live chat software, available for small businesses with a single operator. This option allows unlimited chats, and offers a great range of button images and chat window templates for your use.

#### Professional

Our most popular package. Used by small to medium sized businesses. Visitor monitoring, Automated Proactive Invitations and Promotions, Co-Browsing and GEO coding are just a taste of the many features included. Offering the most customisable product on the market, our design team will brand everything to your requirements. Use on multiple websites with a generous reporting suite. Speak with your own dedicated account manager offering UK based telephone support.

#### Enterprise

Developed for large organisations with multiple operators and comprehensive reporting needs. The Enterprise Edition offers a complete solution for communication, visitor monitoring and engagement. The innovative VMS, our unique management system, allows thorough investigation into visitor behaviour, navigation paths and preference trends as well as full integration with 3rd Party CRM products.

### What's Included...

	LITE	PRO	ENT
First User	£6.95	<b>£24.95</b>	£59.95
Additional User(s)	x	<b>£14.95</b>	£29.95
Multiple Websites	x	<b>3</b>	Unlimited
Number of Users	1	<b>Unlimited</b>	Unlimited
Unlimited Chats	✓	✓	✓

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<b>Important Extras</b>		LITE	PRO	ENT
UK Based Support	Developed, Supported and Located in the UK.	Email only	Email & Phone	Email & Phone
Help & Advice	Speak to your own dedicated account manager based in our UK offices.	Email only	Email & Phone	Email & Phone
Branding / Customisation	Let our experienced design team do the work for you and customise your chat button, chat windows and proactives to fit seamlessly within your website.	✘	✓	✓

## Chat Facility

The "DASHBOARD"	A cutting edge, intuitive and user friendly interface, providing access to current chats and activity on your website. All the tools to conduct a chat are at your fingertips, information on each chat and the associated visitor is just one click away.	✓	✓	✓
Testing Facility	Unique facility allowing you to train operators and test the chat, visitor activity, proactives, hotspot and conversion features without the need to add any script to your website.	✓	✓	✓
Secure Chats - SSL	Fully secure chats using SSL (128bit encryption).	✓	✓	✓
Handle Multiple Chats	Easily handle multiple chats simultaneously.	✓	✓	✓
Email Chat Transcription	The visitor can 'request an email of the transcript' at any point during the conversation, which will automatically be sent once the chat has completed. The operator has the ability to manually send the visitor an email directly via the Dashboard.	✓	✓	✓
Typing Status	Both the operator and visitor can see when the other party is typing.	✓	✓	✓
Block Visitors	Hide the chat button from undesirable IP addresses.	✓	✓	✓
Restricted Words	Hide offensive or inappropriate words during the chat.	✓	✓	✓
Pre-Defined Replies	Answer frequently asked questions using searchable stored replies.	✓	✓	✓
Adaptive Dynamic Replies	Add new replies from the dashboard with the ability to easily access them using short-cut keys (ALT-A etc). Automatically insert the operator or visitor name.	✓	✓	✓

## Click4Assistance - Package Comparison

Chat Facility (cont'd)		LITE	PRO	ENT
Auto Replies	The system will suggest replies to visitor enquiries based on the questions asked.	✘	✓	✓
Co-Browse	See the actual page the visitor is viewing during the chat to provide assistance and support. Especially useful during product selection, form completion and checkout.	✘	✓	✓
Chat Categorisation	Categorise by 'Reason for chat' and 'Outcome' together with 2 additional fully customisable 'Classes'. Save time by selecting the appropriate (mandatory or optional) categories during the chat for reporting purposes.	✘	✓	✓
Auto Navigation	During the chat navigate the visitor to any page on your website (or on the Internet). Especially useful to aid product/service selection and guide the visitor along the sales process.	✘	✓	✓
Archive Chats	Store chats and review (Chat transcript, Gathered Information, Location Details, Completed Surveys, Categorisation and Notes) using the advanced search facility.	✘	✓	✓
Operator Collaboration	Invite, Transfer and Assign operators to chats, allowing multiple operator involvement and the ability to call upon different skills and resources.	✘	✓	✓
Advanced Routing Groups	Ensure the right operator(s) are targeted with the appropriate enquiries by defining 'Routing Groups'.	✘	✓	✓
Call Distribution System - CDS	Give you the ability to prioritise which operators are alerted and allocated new chats. Automatically distribute or allow an individual to manually allocate incoming chats to the appropriate operator.	✘	✓	✓
Task Manager	To guarantee excellent customer service when further action is required on completion of a chat, use the Task Manager to schedule a reminder for yourself.	✘	✓	✓

## Click4Assistance - Package Comparison

Operator's Features		LITE	PRO	ENT
The "HOMEPAGE"	View vital information at a glance, the homepage presents trends and performance indicators using charts and graphs.	Limited	✓	✓
Alerts & Notifications	Configurable visual and audible alerts specific to individual users preferences and the type of notification.	✓	✓	✓
Accessibility	Automatically log-in when PC is started. Automatic log-out facility to ensure chats are not started when operators have gone home. Configurable log-in restrictions based on time of day.	✓	✓	✓
Group Permissions	Allow or deny access to the system based on group settings for administrators, managers and customer service operators.	✗	✓	✓
Custom Permissions	A complete drill-down into individual user based security, allowing module and feature based permissions to be configured.	✗	✓	✓
Training Room	If the operator needs any help or assistance during a conversation, an 'Internal Training Room' is available to enable operators to securely and discreetly ask questions and discuss relevant issues with colleagues.	✗	✓	✓



## Click4Assistance - Package Comparison

Customisation / White Labelling		LITE	PRO	ENT
Dynamic Chat Button	This smart button displays as online when you're available and offline when you're not - it can even hide completely when you're not available if you prefer.	✓	✓	✓
Multiple Button Designs	Upload multiple button designs to ensure a seamless fit within your website. Present different designs on appropriate pages or even make them seasonal!	✗	✓	✓
Customisable Chat Windows	Using a style sheet, customise the visitor facing windows with your business brand, logo and colours to ensure a seamless fit with the look and feel of your website. Advanced customisation enables an additional layer of programmability by allowing you to embed your own JavaScript.	✗	✓	✓
<ul style="list-style-type: none"> <li>- Visitor's Details (PreChat)</li> </ul>	Asking the visitors name before the chat begins presents a more personal feel. In fact you can configure the pre chat window to ask for any information you wish to gather from your visitor. All fields can be subjected to validation.	✗	✓	✓
<ul style="list-style-type: none"> <li>- During the Chat (Dialogue)</li> </ul>	During the conversation present an operator's photo to personalise the experience and/or use the promotional area to let the visitor know about your latest offers. The visitor can also be given the option to print or have the chat emailed to them.	✗	✓	✓
<ul style="list-style-type: none"> <li>- Chat Feedback (Surveys)</li> </ul>	Ask the questions relevant to your business, fully configurable operator KPI and chat KPI surveys allow you to find out about your visitors experience. All fields can be subjected to validation.	✗	✓	✓
<ul style="list-style-type: none"> <li>- Not Available (Call Back)</li> </ul>	The solution doesn't stop working for you even when you're not online. Gather valuable contact details from your visitors by presenting a call back form when the offline button is clicked. The information is then emailed to you to for a follow up at your convenience.	✗	✓	✓
Configurable Workflows	Workflows are the engine that drives the versatility of the solution. Defining which windows to display (e.g survey or no survey?) and the designs used, as well as who receives the chat, ensures each visitor's experience is tailor made.	✗	✓	✓
Multiple Workflows	Multiple workflows allow a never before seen level of flexibility - Allowing multiple websites, that you manage, to have their own unique branding. You can even customise how your visitor encounters the chat experience on a page by page basis if you choose!	✗	✓	✓

## Click4Assistance - Package Comparison

Monitoring Your Website		LITE	PRO	ENT
Your "WEBSITE ACTIVITY"	Monitor visitors on your website in real-time, watch as your visitors move from page to page, hit hotspots, start a chat or make a conversion. Information about each visitor is at your fingertips, why not engage with them by sending an offer of assistance using a chat invitation?	x	✓	✓
Visitors Geographical Location (GEO Coding)	See each visitors actual location including the region and country, the system will even draw a map! Visitors from larger organisation may also show their ISP and domain name allowing you to identify exactly who they are.	x	✓	✓
Hotspots & Crucial Pages	Hotspots allow you to highlight crucial pages within your website. By allocating a hotspot to a specific page you can set alerts to inform you when a visitor hits the page, and easily identify these important page visits when viewing tracking data.	x	✓	✓

## Engaging With Your Visitors

Manual Proactives	While you monitor visitors on your website in real time, engage with them and send a manual 'chat invitation/promotion', offering them help, assistance or presenting them with your latest offers.	x	✓	✓
Dynamic Content	At the point of sending a manual 'proactive invitation', dynamic content allows you to embed your own text into the invitation.	x	✓	✓
Customisable Automatic Chat Invitations	Automatically engage with your customers when they need help or advice by 'pushing' a 'chat invitation' in front of them asking "Would you like some assistance?". This is based on an unlimited number of simple or complex rules defining how, where and when your 'chat invitations' should appear.	x	✓	✓
Customisable Automatic Promotions	'Push' advertising, marketing and promotional material in front of visitors, based on an unlimited number of simple or complex rules defining how, where and when your 'promotion' should appear. When the image is clicked, the visitor is taken to a page giving them more details.	x	✓	✓

## Click4Assistance - Package Comparison

Management Reporting Suite		LITE	PRO	ENT
Flexible Reporting	Reports can be produced in a HTML or CSV (Excel) format, using a variety of criteria to filter the information on a daily, weekly or monthly basis. Report categories cover Account, Chat, Web Activity, Proactives and VMS.	Limited	Management	Full
Scheduled Reports	Scheduling of the various reports ensures you are kept up to date with the latest data and information by having them automatically delivered to your inbox.	✓	✓	✓
Bespoke Reports*	Commission your own reports to ensure the pertinent information is delivered to your requirements.	✗	✓	✓

## Visitor Management & CRM

Store Contact Information	Store detailed contact information (full name, address, phone number, email etc) against a visitor who starts a chat. When the visitor returns you can see who they are, details of website visits and any chats that have taken place in the past.	✗	✓	✓
Visitor Conversions	A conversion could be a purchase, registration, enquiry or quote request. You can be alerted in real time when a conversion occurs, and access reports including which keywords were used by the visitor, whether a chat occurred to assist the conversion and which operator should be credited.	✗	✗	✓
Forensics & Interrogation	Forensics allow you to investigate the activity of all contacts, showing you their site visits, previous chats, hotspots hit and any conversions that took place.	✗	✗	✓
Visitor Assignment	Retrospectively assign new or existing contacts to visitors with this easy to use facility, allowing forensic investigation and interrogation.	✗	✗	✓
Integration with Microsoft CRM Dynamics	MS Dynamics integration allows a 2 way exchange of data between both systems. During a chat, lead, contact or account information associated to the visitor can be viewed, the chat transcript is automatically added into Dynamics on completion.	✗	✗	✓



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Other Tools		LITE	PRO	ENT
Call Back Button	The solution doesn't stop working for you even when you're not online. Display a permanent Call Back Button to allow your visitors to leave valuable contact information. The information is then emailed to you to for a follow up.	✘	✓	✓
Feedback Button	Monitor and improve your websites success with fully configurable feedback forms. Display a permanent Feedback button to find out about your visitors experience 24/7.	✘	✓	✓

Additional Services*		LITE	PRO	ENT
Managed Service	Let our team of trained customer service representatives handle chats for you when you're not available or 24/7 if you prefer.	✓	✓	✓
Data Mining	Query and interrogate data against your account to provide you with valuable information for your business.	✘	✓	✓
Import & Export of Data	We can import various dataset provided by your company to help save you time and money. Used in conjunction with our data mining service, we can automate delivery of data in various formats.	✘	✓	✓

\* Subject to additional charging based on customer requirements.